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1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

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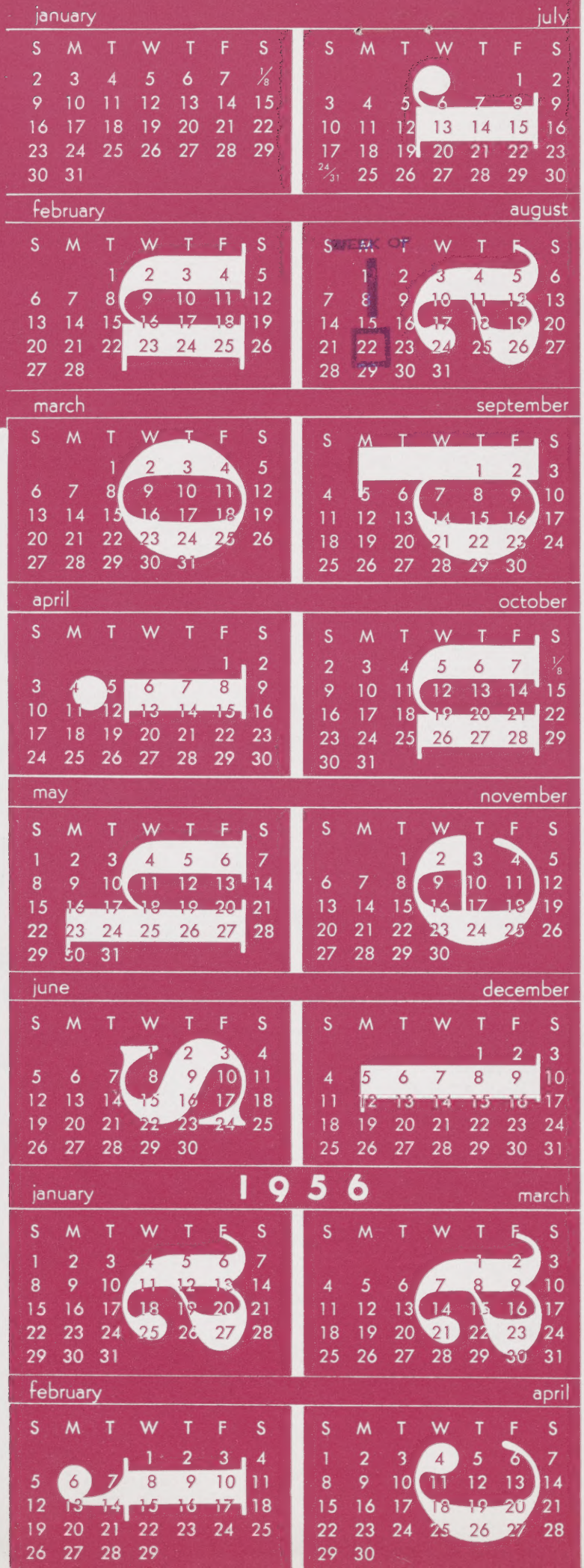

8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK BEGINNING MONDAY, AUGUST 22, 1955		
Monday August 22-Sept. 2	PRIZE DESIGNS IN SWIMSUIT CONTEST	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Over 100 original designs for 1956 Resort swimsuits, including prize designs and honorable mentions in contest sponsored by Marco Sportswear for Traphagen students. Contact: Dorothy Tyroler, CO. 5-2077.		
Tuesday August 23 9:30 A.M.; 3:30 P.M.	SHOWING OF HOLIDAY LINGERIE COLLECTION	MUNSINGWEAR, INC.	251 MADISON AVENUE
	Breakfast and show for press at 9:30 A.M.; coffee and show for buyers at 3:30 P.M. By invitation. Contact: Rona Monell, MU. 2-5580.		
Tuesday August 23 10:30 A.M. Breakfast	COLLEGE, COUNTRY AND CAREER FASHIONS	GIMBELS	3RD FLOOR BRIDAL SALON
	Press preview of Gimbels' back-to-college, country and career fashions. By invitation only. Customer show Mon., August 29, at 6:00 P.M., 4th floor, Auditorium. Publ: Margot Infantino, LO. 5-1500, Ext. 600.		
Tuesday August 23	CRUISE COLLECTION BY CHARLES CREED	E. R. HILL OF LONDON, LTD.	HOTEL PIERRE
	Charles Creed's Cruise collection will be presented by E. R. Hill of London, Ltd. By appointment only. Publ: The Miles, CO. 5-5962.		
Tuesday August 23	OPENING OF CRUISE COLLECTION	HORROCKSES FASHIONS (CANADA) LTD.	HOTEL PIERRE
	Horrockses Fashions (Canada) Ltd. present their Cruise fashions. By appointment only. Publ: The Miles, 9 Rockefeller Plaza, CO. 5-5962.		
Wednesday August 24 9:00 A.M.-11:30 A.M.	PREVIEW: FALL & WINTER DECORATIVE FABRICS	J. H. THORP & CO.	250 PARK AVENUE SHOWROOM - 2ND FLOOR
	J. H. Thorp & Co. will invite the press to preview their Fall and Winter decorative fabrics. By invitation. Contact: David Martin, EL. 5-5300.		
Wednesday August 24 9:30 A.M. Coffee	PREVIEW: FALL COLLEGE AND CAREER FASHIONS	FRANKLIN SIMON	3RD FLOOR TUREEN TERRACE
	Franklin Simon will preview their Fall college and career fashions. By invitation only. (Customer showing Thurs., August 25 at 6:00 P.M.) Publicity: Harriet Miller, WI. 7-9600.		
Thursday August 25 9:30 A.M.	PRESS PREVIEW OF FALL FASHIONS	OHRBACH'S	5TH FLOOR GREY ROOM
	Ohrbach's will preview their Fall collection of Grey Room coats and suits. By invitation. Publicity: Mark Klauser, OX. 5-4000.		

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Friday August 26 2:30 P.M.	BACK-TO-SCHOOL FASHION SHOW Showing of back-to-school fashions. Press invited. Publicity: Rita Nagle, MItchell 2-8000, Ext. 392.	KRESGE-NEWARK	8TH FLOOR AUDITORIUM Open to public.
Monday August 29 1:15 P.M. Luncheon	PRESS PREVIEW: NEW HAIR STYLES The Hair Fashion Council of America will preview new hair styles. By invitation only. Contact: Marian Graham, 341 Madison Ave., MU. 4-3314.	THE HAIR FASHION COUNCIL OF AMERICA	WALDORF-ASTORIA PERROQUET SUITE
Tuesday August 30 9:30 A.M.	OPENING OF NEW SHOE SALON Macy's will invite the press to preview their new 4th Floor shoe salon. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday August 31 4:00 P.M.	PREVIEW: RESORT & HOLIDAY COLLECTION Mignon will preview their Resort and Holiday dressy afternoon and cocktail collection for misses. By invitation only. Continuous daily trade showings from Sept. 12. Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday August 31 4:00 P.M.	RE-DESIGNED BASEMENT HOUSEWARES DEPARTMENT New items from Gourmet Shop, accessories for home, and highlights from "Gadget Bar". By invitation only. Publicity: Barbara Gray, CH. 4-2000.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Beginning Wednesday August 31	CRUISE OPENINGS IN LOS ANGELES Aug. 31: Marjorie Michael. Sept. 6: Rose Marie Reid, De Weese Designs, Alex Colman, Spectator Ltd. Sept. 7: Gantner, Barney Max (Rosenblum), Georgia Kay, Caltex of California. Sept. 8: Cole of California, Maurice Handler, Marjorie Montgomery, Tabak of California. Sept. 9: Catalina, Georgia Bullock, Junior Miss of California, Pat Premo. Sept. 12: Jantzen, Billy Dee, Irene Saltern. Sept. 13: Saba, M.R. Fleischman. Sept. 20: White Stag.	CALIFORNIA MANUFACTURERS	LOS ANGELES, CALIFORNIA
Thursday Sept. 1 2:00 P.M.-7:00 P.M.	PREVIEW OF FALL DECORATIVE FABRICS Preview of Fall collection of decorative fabrics by Cheney Greeff. By invitation only. Contact: Albert Leach, PL. 1-0200.	CHENEY GREEFF CO., INC.	4 EAST 53RD STREET SHOWROOM - 2ND FLOOR
Sept. 5	LABOR DAY (Monday)--Legal Holiday.		
Monday Sept. 5-Sept. 6	ANNUAL FASHION AWARDS AT EXPOSITION IN DALLAS The Neiman-Marcus Eighteenth Annual awards for distinguished service in the field of fashion will be presented to designer Pierre Balmain of Paris; Henry Dreyfuss, industrial designer; Florence Eiseman, designer of children's clothes; Vera Maxwell, American fashion designer; Sally Kirkland, fashion editor of "Life" magazine. Awards and first night fashion show will be followed by a formal ball at the Baker Hotel. Proceeds to the Permanent Acquisition Fund of the Dallas Museum of Fine Arts. Tickets available to the public Tuesday evening. Contact: Kay Kerr, LO. 4-1200 in N.Y.; or Marihelen McDuff at Neiman-Marcus, Dallas, Texas.	NEIMAN-MARCUS	DALLAS, TEXAS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

PRESS PREVIEWS: FALL CUSTOM ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Tuesday Sept. 6	SAKS FIFTH AVE. At 11:00 A.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: GRACE DE MUN,	PL. 3-4000
Wednesday Sept. 7	BERGDORF GOODMAN At 5:30 P.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF,	PL. 3-7300
Thursday Sept. 8	HATTIE CARNEGIE At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH,	PL. 5-2600
Friday Sept. 9	HENRI BENDEL At 10:30 A.M.	10 WEST 57TH ST.	PUBL: FRANCES ANDERSON,	CI. 7-1100
Tuesday Sept. 13	BONWIT TELLER At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD,	EL. 5-6800
Wednesday Sept. 14	ELIZABETH ARDEN At 3:00 P.M.	691 FIFTH AVE.	PUBL: RASPONI ASSOC.	TE. 8-8171
Monday Sept. 19	MAINBOCHER At 11:00 A.M.	6 EAST 57TH ST.	PUBL: ELEANOR LAMBERT,	MU. 8-2130

Tuesday Sept. 6 4:00 P.M.	COCKTAIL PREVIEW OF "CABINCRAFT" RUGS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.		
Beginning Tuesday Sept. 6	ELLEN KAYE CRUISE AND SPRING FASHIONS	LANG-KOHN	HOTEL NEW YORKER SUITE 2447
	Lang-Kohn presents the Ellen Kaye Cruise and Spring fashions. By appointment only. Publicity: The Miles, CO. 5-5962.		
Beginning Tuesday Sept. 6	MINX MODES CRUISE & SPRING FASHIONS	R. LOWENBAUM MFG. CO.	HOTEL NEW YORKER SUITE 2431
	R. Lowenbaum presents the Minx Modes Cruise and Spring fashions. By appointment only. Publ: The Miles, 9 Rockefeller Plaza, CO. 5-5962.		
Wednesday Sept. 7 9:00 A.M.- 12:00 Noon	DISPLAY OF HOME FURNISHINGS FABRICS	STROHEIM & ROMANN	35 EAST 53RD STREET
	Display by Stroheim & Romann of their fabrics for home furnishings. By invitation. Publ: Jamian Advertising, 30 Vesey St., WO. 2-6020.		
Wednesday Sept. 7 10:00 A.M.	PREVIEW OF FASHIONS BY MURIEL KING	STEIN & BLAINE	13 WEST 57TH STREET 2ND FLOOR
	Press preview of Fall fashions by Muriel King, with Stein & Blaine furs. By invitation only. Contact: Betty Greenburg, PL. 3-7700.		
Wednesday Sept. 7 3:30 P.M.	PRESS PREVIEW: ACCESSORY BAZAAR	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Seventh annual Accessory Bazaar, and a showing of accessory imports. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.		
Sept. 7	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Above)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday Sept. 7	OPENING OF HOLIDAY COLLECTION	NELLY de GRAB	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	"The Touch of Gold"--showing of Nelly de Grab's Holiday collection. Contact: BR. 9-2581. Publ.: Sidney Dee Bloeme, 35 W. 53 St., JU. 6-4490.		
Thuesday Sept. 8 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER FASHIONS	JAY THORPE	4TH FLOOR
	Jay Thorpe will invite the press to preview Howard Greer's Fall collection. Customer showing, 2:30. By invitation. Publ.: Jane Negbaur, JU. 6-1000.		
Sept. 8	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 3).		
Thursday Sept. 8 3:30 P.M.- 5:30 P.M.	PREVIEW OF NEW STERLING PATTERN	THE GORHAM CO.	EL MOROCCO 154 EAST 54TH STREET
	Gorham will show its new sterling silverware pattern to the press. By invitation only. Publicity: Audrey Cooper, CO. 5-2772.		
Thursday Sept. 8 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF NEW FALL FABRICS	JOFA, INC.	45 EAST 53RD STREET SHOWROOM - 6TH FLOOR
	Jofa will preview their new Fall decorative fabrics to the press. By invitation only. Publ.: Richard Dillon, Jr., 410 W. 24th St., CH. 3-6112.		
Friday Sept. 9 9:30 A.M. Coffee	PREVIEW OF FALL SUITS & DRESSES	LANE BRYANT	10TH FLOOR
	Press preview of Fall suits and dresses from Lane Bryant's "Junior Plenty" department. By invitation only. Publicity: Paula Miller, LE. 2-0200.		
Sept. 9	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 3).		
Sunday Sept. 11- Sept. 15	FIRST "BOUTIQUE" TRADE SHOW	NATIONAL BOUTIQUE SHOWS, INC.	PARK SHERATON HOTEL
	Contact: Allen Bryson, 551 Fifth Ave., OX. 7-2825.		
Monday Sept. 12 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION	BERGDORF GOODMAN	4TH FLOOR
	Preview for the press of Bergdorf Goodman's imports. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Monday Sept. 12 3:30 P.M.	PREVIEW OF NEW COTTON LINGERIE	SEAMPRUFE, INC.	412 FIFTH AVENUE (ENT. ON 37TH STREET)
	Seamprufe will preview a new collection of cotton lingerie, including foreign adaptations. By invitation only. Contact: Holly Bittner, LO. 4-8040. Publicity: Rosemary Sheehan, CI. 7-8060.		
Beginning Monday Sept. 12	RESORT & HOLIDAY OPENINGS IN CALIFORNIA	RESORT WEAR GUILD	LOS ANGELES, CALIFORNIA
	Contact: Resort Wear Guild, 740 So. Broadway, Los Angeles 14, Calif.		
Tuesday Sept. 13 9:00 A.M. Breakfast	PRESS PREVIEW: COTTONS FOR RESORT AND SPRING	PACIFIC MILLS (COTTON DIVISION) 1407 B'WAY	HAMPSHIRE HOUSE THE COTTAGE
	Pacific Mills' Cotton Division will preview their new line of apparel fabrics for Resort and Spring. By invitation only. Contact: Liz Daly, BR. 9-3366, Ext. 383.		
Sept. 13	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Pg. 3).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 14 11:00 A.M.	FALL CUSTOM HATS BY MARTIN BELASCO	JAY THORPE	4TH FLOOR
	Jay Thorpe will present Martin Belasco's Fall custom millinery. By invitation only. Publicity: Jane Negbaur, JU. 6-1000.		
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 3).		
Wednesday Sept. 14 4:30 P.M. Cocktails	PRESS PREVIEW OF IMPORTS & COPIES	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	"Couture Grand Tour"--showing of Macy's imports and copies. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.		
Thursday Sept. 15 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
	Fall presentation of imports at breakfast (9:00 A.M.) and luncheon (12:00 Noon). Speaker and commentator: Carmel Snow, Editor of "Harper's Bazaar". Co-Chairmen, Ready-to-Wear Division: Alice Burrows and Adelia Ellis. Prices: Breakfast--$5.50 (members), $8.00 (guests); Luncheon--$8.00 (members), $10.00 (guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.		
Thursday Sept. 15 1:00 P.M. Luncheon	FALL FASHIONS BY SEYMOUR FOX	BONWIT TELLER	HOTEL PLAZA PERSIAN ROOM
	Luncheon presentation of Fall fashions by Seymour Fox, available at Bonwit Teller. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Sept. 15 2:30 P.M.	PREVIEW OF WINTER COLLECTION	ELEANORA GARNETT	47 EAST 51ST STREET SALON
	Mme. Garnett's Winter collection of holiday clothes, cocktail dresses and ball gowns. By invitation only. Contact: Ruth Lynford, EL. 5-5275. Publicity: Elizabeth Maher Associates, 424 Madison Ave., EL. 4-4248.		
Friday Sept. 16 9:30 A.M. Breakfast	PREVIEW: SWIMSUITS AND SUNCLOTHES	JANTZEN, INC. & THE ITALIAN LINE	CRISTOFORO COLOMBO PIER #84 - W. 44TH ST.
	Presenting swimsuits and sunclothes by Jantzen for men, women, juniors and children; including new "International Set" collection aboard the Cristoforo Colombo. By invitation only to buyers and press. Buyer contact: Maryle Allen, OX. 7-0811. Publicity: Karin Johnson, OX. 7-2797.		
Sept. 17	ROSH HASHONAH -- First Day of Jewish New Year (Saturday).		
Sept. 19	MAINBOCHER'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 3).		
Monday Sept. 19 1:00 P.M. Luncheon	LUNCHEON SHOWING OF IMPORTS AND COPIES	GIMBELS	HOTEL PLAZA TERRACE & PERSIAN
	Gimbels will present a fashion show of their International imports and copies. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. (Customer showings, Gimbels 3rd floor, Sept. 19 at 6:00 P.M.; Sept. 20 and Sept. 21 at 1:30 P.M.) Gimbels' Publ.: Margot Infantino, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Sept. 19-Sept. 25	NATIONAL SWEATER WEEK. Contact: Charles Reichman, Nat'l Knitted Outerwear Foundation, 386 Fourth Avenue, MU. 3-7520.		

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Tuesday Sept. 20 4:30 P.M.-6:30 P.M. Cocktails	PREVIEW OF 1956 SWIMSUIT COLLECTION	CATALINA, INC. (358 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
	Cocktail preview of Catalina's 1956 collection of swimsuits and play-clothes. Showing at 5:15 P.M. By invitation only. Publicity: Virginia Dickson at Catalina, LA. 4-8017.		
Wednesday Sept. 21 8:30 A.M. Exhibit 9:00 A.M. Breakfast	NEW SEWING AID & HOME SEWING DESIGNS	BELDING CORTICELLI (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
	Exhibit for the press of boutique apparel and home furnishing ideas, designed especially for home-sewing. Also, introduction of a new home sewing aid. Guest of Honor: Mary Brooks Picken. By invitation only. Contact: Ann Valkanas, CH. 4-6040.		
Wednesday Sept. 21 12:30 P.M. Luncheon	"FASHIONS WITH LEATHER" AT LUNCHEON SHOW	LEATHER IND. OF AMERICA; SAKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
	Fall fashions with leather, presented by Leather Industries of America, in cooperation with Saks Fifth Avenue. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Leather Industries' Publ.: Billie Gould, MU. 6-7956. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.		
Wednesday Sept. 21 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION	CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
	Caltex will preview their Cruise and Summer swimsuits, with showing at 4:30 P.M. By invitation only. Contact: Joan Blumberg, MU. 9-2100.		
Thursday Sept. 22 11:00 A.M.	PRESS PREVIEW OF FUR FASHIONS	MAXIMILIAN	20 WEST 57TH STREET SALON
	Maximilian will present Fall and Winter fur fashions to the press. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.		
Thursday Sept. 22 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	ROSETTE PENNINGTON	HOTEL PLAZA PERSIAN ROOM
	Rosette Pennington's Fall fashions at luncheon. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Sept. 26	YOM KIPPUR--Jewish Day of Atonement (Monday).		
Tuesday Sept. 27-Sept. 30 10:00 A.M.-5:00 P.M. Open House	EXHIBIT OF SILKS AND COTTONS	A. P. SILK CO., INC.	1412 BROADWAY SHOWROOM - 15TH FLOOR
	"Oriental Express"--an exhibit of Japanese and Hawaiian silks and cottons, presented by A. P. Silk of New York and Kanebo of Japan. Press preview, Tues., Sept. 27, by invitation. Contact: Countess Denise Dolfin, LO. 4-3335. Publicity: Ken Williams, JU. 6-8217.		
Tuesday Sept. 27 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS	BERGDORF GOODMAN	4TH FLOOR
	Bergdorf Goodman will invite the press to preview their Fall and Winter fur fashions. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Tuesday Sept. 27 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	ABE SCHRADER	WALDORF-ASTORIA STARLIGHT ROOF
	Fall fashions designed by Belle Saunders for Abe Schrader, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Abe Schrader Publicity: Betty Yarmon, LO. 4-9194. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 27 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	PAULINE TRIGERE	HOTEL AMBASSADOR BALLROOM
	"Fashion Show of the Month"--fashions by Pauline Trigere in Hotel Ambassador's series of monthly luncheon fashion shows. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.		
Wednesday Sept. 28 12:30 P.M. Luncheon	PREVIEW OF FALL READY-TO-WEAR FASHIONS	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
	Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret deMille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday Sept. 28 2:30 P.M.	IRENE OF CALIFORNIA-- FALL & WINTER COLLECTION	GUNTHER JAECKEL	3RD FLOOR FASHION SALON
	Gunther Jaeckel will preview Irene of California's Fall & Winter collection. By invitation only. Publicity: Carole Paley, PL. 5-7000.		
Wednesday Sept. 28 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION	FLEXEES	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
	Preview of Flexees' Cruise and Summer swimsuits. Showing at 4:30 P.M. By invitation only. Contact: Joan Blumberg, MU. 9-2100.		
Sept. 29- Oct. 8	HOME FASHION TIME. Contact: Nat'l Home Fashions League, 141 E. 44th St., MU. 7-8122.		
Friday Sept. 30 9:00 A.M. Breakfast	PRESS PREVIEW: 1956 BEACH FASHIONS	COLE OF CALIFORNIA	HOTEL PIERRE COTILLION ROOM
	Cole of California's 1956 collection of beach fashions for misses, juniors and children. Showing at 9:30 A.M. By invitation only. Publicity: Margot Mallary, 2615 Fruitland Ave., Los Angeles, Cal.		
Beginning Monday Oct. 3	RESORT-SPRING OPENINGS CASUAL WEAR LINES	CREATORS OF AMERICAN FASHIONS, INC.	INDIVIDUAL MEMBERS' SHOWROOMS
	Member firms of the Creators of American Fashions include: ADLER & ADLER, INC. / DAVIDOW / DAVID M. GOODSTEIN, INC. / KANE-WEILL / ZOLTAN ROSENBERG CO. / SPORT-CRAFT, INC. Contact individual manufacturers.		
Beginning Tuesday Oct. 4 10:30 A.M.	OPENING: RESORT & SPRING COLLECTION	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Kane-Weill's Resort and Spring collection and Nan Westley sportswear and separates. Daily at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.		
Monday Oct. 10 8:30 P.M.	MEN'S MARKET WEEK-- FABRIC-STYLE SHOW	CLOTHING MANUFACTURERS ASS'N OF U.S.A.	HOTEL COMMODORE
	Opening of Spring-Summer men's market week with a fabric-style show. Entire presentation produced, staged and directed by the Johnson-Roth Associates. By invitation only. Contact: Paul Roth, SA. 2-5692. Publicity: Edward M. Meyers Assoc., AL. 4-4455.		

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Beginning Monday Oct. 10	CALIFORNIA COUTURE SPRING OPENINGS	CALIFORNIA COUTURE DESIGNERS	LOS ANGELES, CALIFORNIA
	Oct. 10: Edith Small, Helga, Marusia, Howard Greer, Cahill, Irene.		
	Oct. 11: Earl Luick, Jewel, Allie Mae, Ernest Newman, Zella of Beverly Hills, Jean Louis-Samek.		
	Oct. 12: Wool Bureau, Ethel Joutras, Finer-Gordon.		
	Oct. 13: Galina, Helen of California.		
Oct. 12 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
	Altman will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Altman Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Dir.: Nola Luxford, TE.8-8000.		
Wednesday Oct. 19 12:30 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW	DON MARSHALL, INC. (53 EAST 54TH STREET)	HOTEL PIERRE COTILLION ROOM
	Fall millinery by Don Marshall will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Thursday Oct. 20 3:00 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS	ROSE MARIE REID (1407 BROADWAY)	HOTEL SHERATON-ASTOR GRAND BALLROOM
	Rose Marie Reid will preview her Resort and Summer swimsuit collection for misses and juniors. Show followed by cocktails. By invitation only. Publicity: Jan Lovett at Rose Marie Reid, PE. 6-6275.		
Wednesday Oct. 26 12:30 P.M. Luncheon	FALL COATS AND SUITS AT LUNCHEON SHOW	MONTE-SANO & PRUZAN (21 WEST 46TH ST.)	HOTEL PIERRE COTILLION ROOM
	Fall coats and suits by Monte-Sano & Pruzan, available at Lord & Taylor, will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Tuesday Nov. 1- Nov. 8	SIXTY-SEVENTH ANNUAL NATIONAL HORSE SHOW	NATIONAL HORSE SHOW ASS'N OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
	Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.		
Beginning Monday Nov. 7	OPENING OF SPRING DRESS COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
	The following members of the FOGA will open their Spring collections:		
	LARRY ALDRICH CO., INC.	JACK HORWITZ ASSOC.	MARTIN SIMON, INC.
	BEN BARRACK, INC.	NAT KAPLAN, INC.	HERBERT SONDHEIM
	HARVEY BERIN LTD.	DAVID LEVINE CO.	FRANK STARR, INC.
	WILLIAM FOX, INC.	PAUL BARNES CORP.	SUZANNE-AUGUSTINE
	ED GERRICK, INC.	BEN REIG, INC.	HANNAH TROY, INC.
	A. GOODMAN & CO.	RUDOLF GOWNS	SAMUEL WINSTON, INC.
	GRABOIS		
	Contact: Leonard Gendler, FOGA Exec. Secy. 1440 Broadway, CH. 4-6945.		
Monday Nov. 14	OPENING: METROPOLITAN OPERA'S 71ST SEASON	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET
	Grand opening of the 1955-56 Metropolitan Opera Season, with Offenbach's "The Tales of Hoffman". Publicity: Francis Robinson, PE. 6-1200.		

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Friday August 19 — PREMIERE: "FEMALE ON THE BEACH" (Movie) PALACE THEATRE, B'WAY & 47TH ST. Universal-International's romantic drama starring Joan Crawford and Jeff Chandler with Jan Sterling, Cecil Kellaway and Judith Evelyn. Director: Joseph Pevney. Producer: Albert Zugsmith. Costumes: Sheila O'Brien. U-I Publicity: Al Cohan, PL. 9-8000.

Wednesday August 31 — PREMIERE: "THE MAN FROM LARAMIE" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST. James Stewart, Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol, Aline MacMahon will star in Columbia's CinemaScope-Technicolor western. Producer: William Goetz. Director: Anthony Mann. Columbia Publicity: Hortense Schorr, CI. 5-5000.

Sunday Sept. 11-Oct. 16 — OPENING: "SADLER'S WELLS BALLET" METROPOLITAN OPERA HOUSE, B'WAY & 39TH Sol Hurok will present the Sadler's Wells Ballet for a five week engagement. Ballerinas: Margot Fonteyn, Beryl Grey, Violetta Elvin, Rowena Jackson, Nadia Nerina, Svetlana Beriosova. Danseurs: Michael Somes, Brian Shaw, Alexander Grant, Alexis Rassine, John Feld, John Hart. Publicity: Martin Feinstein, PL. 9-6000.

Tuesday Sept. 27-Nov. 26 — OPENING: D'OYLY CARTE OPERA CO. SHUBERT THEATRE, 225 W. 44TH ST. The D'Oyly Carte Opera Company will present 8 Gilbert & Sullivan operettas; Mikado, Trial by Jury, Pirates of Penzance, H.M.S. Pinafore, Iolanthe, Yoemen of the Guards, Ruddigore, Princess Ida. Publicity: Gerald Goode, VA. 6-2958.

Friday Sept. 30 — OPENING: "THE YOUNG AND THE BEAUTIFUL" LONGACRE THEATRE, 220 W. 48TH ST. Robert Ratnitz, in association with Lawrence Baker, will present the Sally Benson play based on four F. Scott Fitzgerald short stories. Featuring Lois Smith and Douglas Watson. Director: Marshall Jamison. Publicity: Richard Maney, CI. 7-4646.

Wednesday Oct. 5 — OPENING: "DIARY OF ANNE FRANK" CORT THEATRE, 138 WEST 48TH ST. Kermit Bloomgarden will present Albert and Frances Hackett adaptation of Anne Frank's book about a Jewish girl in Holland during the Nazi invasion. Starring: Joseph Schildkraut, Susan Strasberg, with Gusti Huber, Eva Rubinstein. Director: Garson Kanin. Publ.: James Proctor, VA. 6-5084.

Thursday Oct. 6 — OPENING: "THE WOODEN DISH" BOOTH THEATRE, 222 WEST 45TH ST. Louis Calhern will star and direct in a new play by Edmund Morris, produced by Armand Deutsch. Featuring: Polly Rowles, James Westerfield, John Randolph, Edgar Stehli. Settings and lighting: Donald Oenslager. Costumes: John Boyt. Publicity: Frank Goodman, JU. 2-2746.

Wednesday Oct. 12 — OPENING: "WILL SUCCESS SPOIL ROCK HUNTER?" BELASCO THEA., 114 W. 44TH ST. Jule Styne will present George Axelrod's new comedy with Orson Bean, Henry Morgan, Jayne Mansfield, Walter Matthau. Director: Mr. Axelrod. Costumes and settings: Oliver Smith. Publ.: John Toohey, CH. 4-5452.

Thursday Oct. 13 — OPENING: "THE DESK SET" BROADHURST THEATRE, 235 W. 44TH ST. Shirley Booth in a new comedy by William Marchant, produced by Robert Fryer and Lawrence Carr. Featured: Brenda Farrell, Harvey Stephens and Byron Sanders, Elizabeth Wilson, Mary Gildea, Clarice Blackburn, Sally Moffet, Joyce Van Patten, Louis Gossett. Director: John Cromwell. Sets, costumes and lighting: George Jenkins. Publicity: Maxine Keith, LA. 4-2697.